

# DECLARATION AND POWER OF ATTORNEY

Atty. Dkt. No.: 5197-000001

## DECLARATION

As a below named inventor, I hereby declare that:

My residence, mailing address and citizenship are as stated below next to my name,

I believe that I am the original and first inventor or inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled:

### METHOD FOR PROVIDING MEDIA CONSUMERS WITH TOTAL CHOICE AND TOTAL CONTROL

the specification of which (check one)


- ☒ is attached hereto.  
or  
☐ was filed on \_\_\_\_\_ as Application Serial No. or PCT International Application No. \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.


I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

## POWER OF ATTORNEY

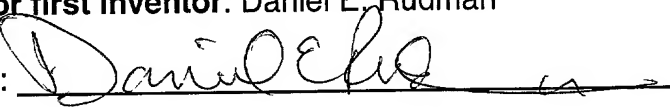
I hereby appoint Douglas P. LaLone, Reg. No. 37,167, Bernard J. Cantor, Esq., Reg. No. 17,336, and each practitioner at Customer No. 27572 (  ) of Harness, Dickey & Pierce, P.L.C., my attorney with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

# DECLARATION AND POWER OF ATTORNEY

## CORRESPONDENCE ADDRESS

I request the Patent and Trademark Office to direct all correspondence and telephone calls relative to this application to Customer No. 27572 (  ), Harness, Dickey & Pierce, P.L.C., P. O. Box 828, Bloomfield Hills, Michigan 48303 (248) 641-1600.

**Full name of sole or first inventor:** Daniel E. Rudman

**Inventor's signature:** 

**Date:** 2-1-2002

**Residence:** 975 Cobblers Road, Waterford, Michigan 48327

**Citizenship:** U.S.

**Mailing Address:** 975 Cobblers Road, Waterford, Michigan 48327

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.: To be assigned  
Filing Date: To be assigned  
Applicant: Daniel E. Rudman  
Group Art Unit: To be assigned  
Examiner: To be assigned  
Title: METHOD FOR PROVIDING MEDIA CONSUMERS WITH TOTAL  
CHOICE AND TOTAL CONTROL  
Attorney Docket: 5197-000001

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Hon. Commissioner of Patents and Trademarks  
Washington, D.C. 20231

**STATEMENT UNDER 37 CFR 3.73(b) AND POWER OF  
ATTORNEY OR AUTHORIZATION OF AGENT**

Under 37 C.F.R. § 3.73(b), the undersigned hereby states that the below-named  
Assignee is an assignee in the above-identified Application:

Assignee: ChannelFire, Inc.  
975 Cobblers Road  
Waterford, MI 48327

The documentary evidence of a chain of title from the original owner to the Assignee is  
provided in the Assignment Document(s):


- ☒ filed herewith,  
☐ previously filed,

Reel No. \_\_\_\_\_, Frame No. \_\_\_\_\_.


I hereby declare that all statements made herein of my own knowledge are true, and that  
all statements made on information and belief are believed to be true; and further that these  
statements are made with the knowledge that willful false statements, and the like so made, are

punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

#### POWER OF ATTORNEY

I hereby appoint Douglas P. LaLone, Reg. No. 37,167, and each practitioner at Customer No. 27572 (  ) of Harness, Dickey & Pierce, P.L.C., my attorney with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.


#### CORRESPONDENCE ADDRESS

I request the Patent and Trademark Office to direct all correspondence and telephone calls relative to this application to Customer No. 27572 (  ), Harness, Dickey & Pierce, P.L.C., P. O. Box 828, Bloomfield Hills, Michigan 48303 (248) 641-1600.

The undersigned, whose title is supplied below, is empowered to sign this certificate on behalf of the assignee.

ChannelFire, Inc.

Date: 2-1-2002



Name: Daniel E. Rudman  
Title: President